

P R E S S R E L E A S E

Friday, March 27, 2009

For Immediate Release

Stock Symbol: TSX Venture Exchange: BFS

**BFS ENTERTAINMENT & MULTIMEDIA LIMITED
ANNOUNCES THIRD QUARTER RESULTS**

BFS Entertainment & Multimedia Limited of Richmond Hill, Ontario announces its unaudited consolidated financial and operating results for the third quarter and nine months ended January 31, 2009.

Sales for the nine months were \$8,145,673 compared to \$7,457,732 last year, a 9% increase. Net and comprehensive income for the nine months was \$207,085 (\$0.03 per share) compared to \$305,481 (\$0.04 per share) for the same period last year.

Sales for the third quarter were \$3,407,837 compared to \$2,827,476 during the same quarter last year, a 21% increase. Net and comprehensive income for the third quarter was \$179,441 (\$0.02 per share) compared to \$154,977 (\$0.02 per share) in the same quarter last year.

Denis B.E. Donnelly, President and CEO stated, "We have had continued success in maintaining our revenue base and we remain positive for the balance of this year and for next year. As the majority of our customers are in the U.S., the weakened Canadian dollar against the United States dollar has had a favourable impact on our sales."

FINANCIAL HIGHLIGHTS*(unaudited and not reviewed by an auditor)*

	Thirty-Nine Weeks Ended Jan. 31, 2009	Thirty-Nine Weeks Ended Feb. 2, 2008	Thirteen Weeks Ended Jan. 31, 2009	Thirteen Weeks Ended Feb. 2, 2008
Sales	\$ 8,145,673	\$ 7,457,732	\$ 3,407,837	\$ 2,827,476
Income before income taxes	325,169	500,980	275,249	254,532
Income taxes	118,084	195,499	95,808	99,555
Net and comprehensive income	207,085	305,481	179,441	154,977
Basic and diluted earnings per share	\$ 0.03	\$ 0.04	\$ 0.02	\$ 0.02

BFS is a recognised independent manufacturer and distributor of home video with head office in Toronto, Ontario and sales office in Los Angeles, California.

BFS acquires exclusive rights to film and television programming for home video distribution and broadcast where applicable. Distribution rights are obtained by license, acquisition and co-production from various independent production and television broadcast companies. These programming rights are developed into home video products for North American distribution and where applicable, are licensed internationally.

Programming includes classic dramas, mystery, comedy, sports, documentaries and health and wellness and is sold under the **BFS Video, American Home Treasures and Bodhi Lifestyle™** brands. North American distribution is through national retailers, distributors, mail order companies and BFS' direct to consumer division.

BFS' strategy is to continue to acquire new programming and to expand its proprietary programme development, international distribution and direct to consumer electronic delivery.

(SEC Rule 12g exemption #82-4245)

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